



# BoomTribes<sup>®</sup> .com

music

parties

mobile

tv

radio

community



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# Welcome

The screenshot displays the BoomTribe.com website interface. At the top, there is a navigation bar with the BoomTribe logo and a user profile for Ryan Davis. Below this, a large banner area features the BoomTribe logo, a date '27-01-07', and a 'Welcome to BoomTribe.com' message. The main content area is divided into several sections:
 

- music**: Features articles like 'all ghetto youths are superstars', 'reggae explosion', and 'a new war is brewing'.
- parties**: Includes 'three some wednesdays: Smirnoff edition', 'Mix 96.9's "Independence Splash"', and 'what's happening for the holidays'.
- mobile**: Promotes 'grab that ringtone!' and 'holiday wallpapers'.
- tv**: Shows 'Latest episode' for 'Roamin'' and 'Top 5 Music Videos'.
- radio**: Features 'Ice Crew' and 'community' statistics.
- latest news**: Lists recent news items such as 'Who is the best dancer?' and 'Rihanna wins MOBO award'.

 Below these sections is a 'hottest songs' list, 'recent galleries', and 'new videos'. At the bottom, there are user-specific sections: 'my BoomTribe', 'My Buddies' (listing users like bartingspits and btegal), 'My Recent Emails', 'My Calendar', 'My Forums' (with categories like Technical Support and General Discussion), and 'My Mailing Lists'.

With the launch of BoomTribe.com, by far the region's most ambitious entertainment website, we aim to consolidate its position as the leading innovators within the region and the leaders amongst the next generation of Caribbean entertainment and media companies.

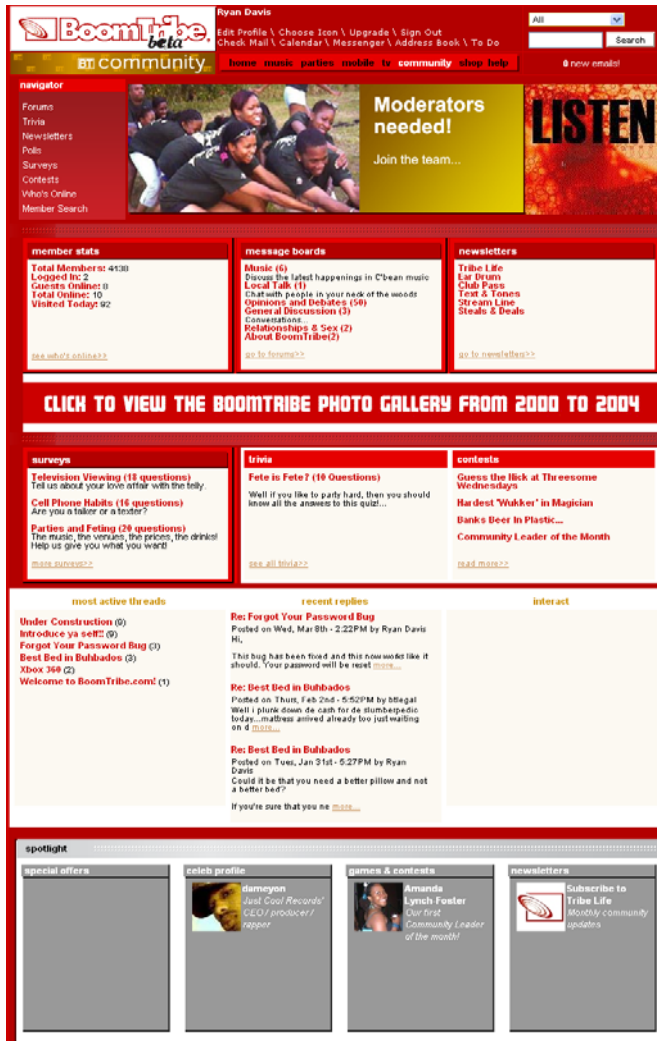
BoomTribe.com is a membership-based entertainment community featuring frequently updated music and entertainment content and rich interactive features like, entertainment and culture news, reviews and feature articles. The traffic to the website presents a range of online advertising opportunities for local and regional companies.

The attractive design, up-to-the-minute content and cutting edge features are critical to our positioning as leaders in digital media marketing and technology. Members can download and stream music and video, view photos of events around the Diaspora, catch up on breaking entertainment and culture news and reviews and feature articles.

We are aiming to not only be a place to be entertained online, but to also become the home on the web for a generation of young Caribbean people; a place to go interact with friends, meet new ones and be a part of something great.



# Target Market



It's official - the consumer has moved online!

While other older demographics spend more time online due largely to demands on the job, young have people integrated the Web into their everyday lives, using it as a major source of entertainment and to ease everyday activities such as banking, finding local listings and obtaining tickets to events.

Besides their expected above-average use of the web as a primary source of entertainment (streaming media, downloading music and videos, etc.), 18-34 year olds are also much more likely to use information on the Web to inform their offline entertainment choices.

As a result of local initiatives like Edutech in Barbados, we have a generation of Caribbean young people who have grown up with access to the Internet.

What are you doing in response to this shift?

# Member Profile

BoomTribe's membership is currently over 9,500 members and growing.

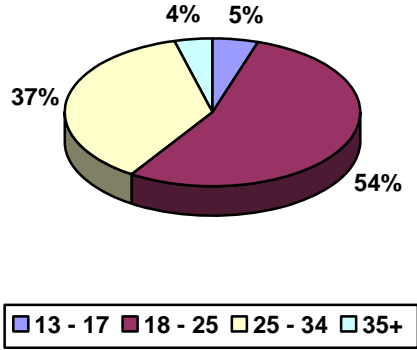


Fig.1 – Age of Members

## Age of Members

Fig.1 Illustrates the average age of BoomTribe.com members.

78.13% of our registered members are between the ages of 13 and 30.

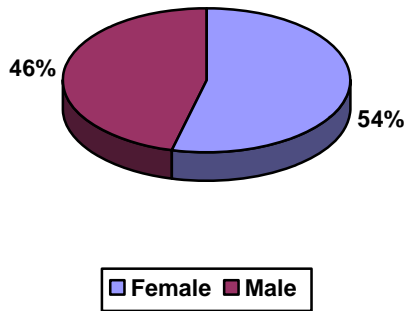


Fig.2 – Gender of Members

## Gender

Fig. 2 Illustrates the percentage of members of each gender.

As you can see, there is a fairly even split amongst the genders on BoomTribe.com.

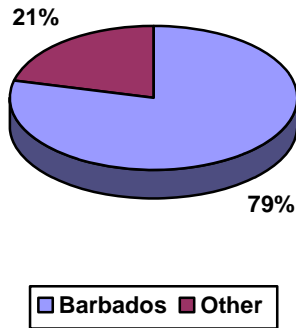


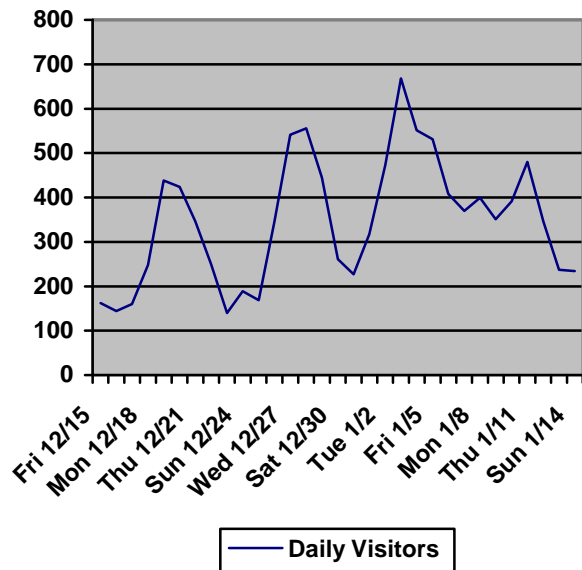
Fig.3 – Geographical Residence

## Country of Residence

Fig. 3 Illustrates the geographical location of our members.

Currently an estimated 79 percent of our members reside in Barbados.

# Traffic

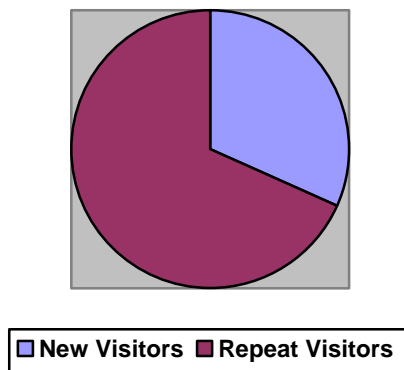


**Daily Visitors**

Fig.1 Illustrates the daily traffic to BoomTribe.com during the last month.

BoomTribe.com averaged 348 visits per day, peaking at 668 on January 3rd.

Fig.1 Daily Visitors



**New vs. Repeat Visitors**

Fig. 2 Illustrates the average percentage of new visitors vs. visitors who had already visited that month.

As you can see, there is a lot of loyalty to BoomTribe.com – visitors generally become members and continue to visit the site.

Fig.2 – New vs. Repeat Visitors

**Page Views**



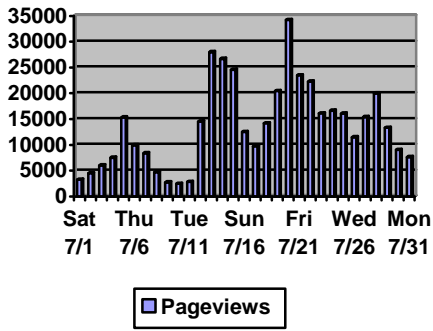


Fig.3 – Pageviews

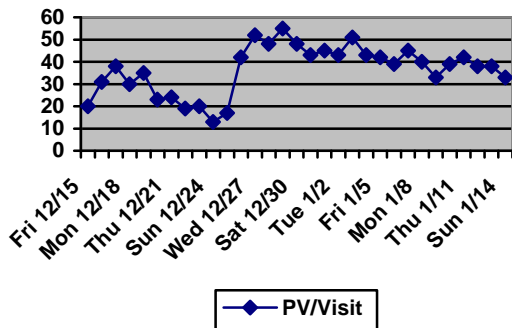


Fig.4 – Depth of Visit

**Length of Visit (sec)**

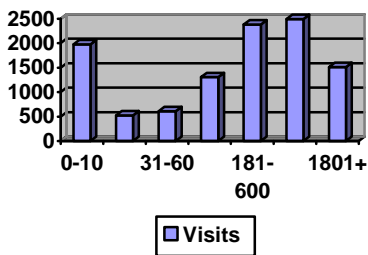


Fig.5 – Length of Visit

Fig. 3 the number of pages on BoomTribe.com that were viewed in the last month.

An average of 13678 pages was viewed each day. The average number of pages viewed per visit was 39.

**Depth of Visit (Pages)**

Fig. 4 Illustrates the number of pages viewed on each visit to BoomTribe.com.

The diagram clearly shows that the vast number of visitors to BoomTribe.com viewed 30 or more pages during their visit.

**Length of Visit (Seconds)**

Fig. 5 illustrates the length of time spent browsing BoomTribe.com on each visit.

The average visitor spends around 26 minutes browsing BoomTribe.com.



# Monthly Advertising Rate Sheet

Banner Advertising Media	Cost
Leaderboard (728 x 90)	\$150
Wide Skyscraper (160x600)	\$120
Medium Rectangle (300x250)	\$90
Sponsor Button (120x60)	\$80
Skyscraper (120x600)	\$75
Vertical Banner (120 x 240)	\$65
Standard (Traditional) Banner (468 x 60)	\$60
Newsletter Banner A	\$75
Newsletter Banner B	\$35

*Please note: All prices are quoted in United States dollars (USD).*

# Contests & Giveaways

Games, contests and giveaways can generate tremendous excitement about your promotion, while providing additional interaction with your brand. Coordinated online, these activities are great for building qualified mailing lists of potential customers and can be targeted at specific local markets. Your offer will receive:

- A Micro-site with details of the contest
- Leaderboard banner, vertical banner and newsletter Banner B
- Placement in the games & contests spotlight box, at the bottom of every page
- Contests run for a 21 day period.

Higher value packages or individual banners to promote the contest can be purchased at listed rates. We can also organise placement on local affiliate websites with high levels of traffic on your behalf, providing a one-stop shop for your online advertising campaign.

**Cost: \$300** (plus the prize), which includes development of the microsite, based on the client's advertising materials

## Micro-site



### What is a Microsite?

Microsites are small websites which are typically used to support one-off events like product launches and business conferences or to provide information about a specific issue. When clicked, these mini-websites open a separate browser window containing your message. Multiple pages containing professionally laid out text and graphics provide flexibility and a deeper customer experience, without the need to develop an entire Web presence for a promotion. These temporary sites are usually removed from Web servers once the promotion is over or the information on the microsite is no longer relevant.

### Benefits of a Microsite

- quickly produced and launched
- cost-effective
- Captures and distributes responses
- Raises profile of information e.g. product, campaign, brand, organisation
- Links to other websites
- Tracking and monitoring responses accurately
- Impressing through design aesthetics

A microsite within BoomTribe.com commands a guaranteed audience for maximum impact!